



City of San Diego

Sprint Solutions Marketing Partnership Agreement

September 21, 2011

**Presented by:
Natasha L. Collura
Director, Strategic Partnerships
Corporate Partnership Program (CPP)**



Background

- **The City of San Diego Corporate Partnership Program develops mutually beneficial business arrangements between the City and organizations which generate non-tax revenue or new resources for the City and provides marketing benefits to the partners**



Corporate Partnership Program

The Corporate Partnership Program has the following objectives:

- **To establish and guide relationships with existing and potential business partners who share the City's commitment to provide the highest quality civic environment in the City of San Diego**
- **To generate revenue to fund existing and additional facilities, projects, programs, and activities**
- **To minimize the perception that the City has become "corporatized" by limiting the number of corporate partners while maximizing the cumulative revenue from the partners**



Request for Action

- **Authorize the Mayor to enter into a Marketing Partnership Agreement with Sprint Solutions which represent a financial benefit to the City of \$200,000 to \$500,000 (\$100,000 annually) depending on the length of the Agreement.**



Process Followed

- **On May 24, 2011, the CPP issued a Request for Sponsorships to wireless companies.**
- **Sprint Solutions was the most responsive and the CPP negotiated a marketing partnership upon completion of the RFP selection process for wireless goods and services.**



Benefits to the City

- **Sprint Solutions will pay the City a marketing rights fee in the amount of \$100,000 per year for up to a 5 year term.**
- **Sprint Solutions will provide additional funds to the City with their phone recycling program targeted to City employees at City facilities.**
- **Non-Exclusive Agreement, with the exception of direct marketing to employees, will allow the CPP to negotiate marketing partnerships with other wireless companies.**



Key Benefits to Sprint Solutions

- **Official Wireless Partner for the City of San Diego**
- **Placement of recycling donation kits at specified employee areas**
- **Website Presence**
- **Direct Marketing to City Employees**



Fiscal Considerations

- **The City of San Diego will receive \$200,000 to \$500,000 in marketing rights fees (\$100,000 annually) depending on the length of the Agreement.**
- **Additional funds will be provided to the City dependent on the total number of phones recycled by City employees.**



City of San Diego

QUESTIONS?



Contact Information

Natasha L. Collura
Director of Strategic Partnerships
City of San Diego
619.236.7002
ncollura@sandiego.gov